#### **SERVICE**

Our museum is committed to welcoming all audiences through excellent service and high-quality experiences.

# MUSEUM WELLNESS DIMENSIONS

Museums should commit to these dimensions to build audience wellness.

#### **DIVERSITY**

We have visibility among communities in our reach, our programming is relevant and accessible for these audiences and we also reflect these communities in our staff base.

#### COLLABORATION

We collaborate internally within the museum workforce with a united focus on audiences, and we collaborate with our audiences to share their voices.

#### **RELEVANCE**

Our museum responds to and reflects current events and ideas, learns about, grows and evolves with its audiences, shares these learnings across internal functions of the museum, and creates change where needed using this knowledge.

#### **RELEVANCE**

Our museum is relevant to our audiences and community because content reflects their world or aligns with their values and interests.

#### WELCOME

Audiences feel welcome at our museum because content is understandable, staff are approachable, they feel confident navigating and using our spaces and their access needs are met.

#### TRANSFORMATION

As a result of their experience at our museum, audiences say their world view is challenged, changed, stimulated or that they learn something new.

# AUDIENCE WELLNESS DIMENSIONS

We know we are doing well across the museum wellness dimensions if audiences report these positive experiences.

#### CONNECTION

Audiences say they feel emotionally connected to our museum and content, have a sense of community and nurture social connections with others or deeper connections with self.

# INTERNATIONAL AUDIENCE ENGAGEMENT WELLNESS FRAMEWORK

The four museum wellness dimensions are not arranged as a hierarchy, but work together to engender audience museum wellness. The four audience wellness dimensions each link to at least two of the six commonly accepted wellness dimensions.

### **COMMUNITY WELLNESS**

When museums facilitate experiences with positive, lasting impact for audiences, we contribute to the six accepted dimensions of wellness.

#### SOCIAL

Community, interactions, relationships, people

## SPIRITUAL

Beliefs, meanings, purpose, values, ethics, peace, harmony

#### INTELLECTUAL

Learning, development, creativity, problem-solving, critical thinking

## **EMOTIONAL**

Expression, empathy, connection

#### **ENVIRONMENTAL**

Welcoming and accessible spaces, building and exhibition design, navigation, wayfinding, accessibility

#### **PHYSICAL**

Public health and safety, hygiene, facilities and amenities